



REQUIRED! TO RENEW, SIMPLY PLACE THE "YES" LABEL



URGENT: REPLY REQUESTED

Guarantee

*You are protected by Look's
Money-Back Guarantee which entitles you
to a full refund at any time
on the unused part of your order.*

Lester Sühler
VICE PRESIDENT & SUBSCRIPTION SALES DIRECTOR

PLEASE DETACH BEFORE MAILING

PRIVATE RENEWAL RATE RESERVATION

F6244

☐ 12 MONTHS (26 iss.)

\$5.00

You save \$8.00 on the single-copy value
at 50¢ per copy.

☐ 2 YEARS (52 issues)

\$8.00

You save \$1.00 off the regular subscrip-
tion price—\$18.00 off the single-copy
value at 50¢ per copy.

☐ 3 YEARS (78 issues)

\$10.00

You save \$4.00 off the regular subscrip-
tion price—\$29.00 off the single-copy
value at 50¢ per copy.

BEST BUY

» YOUR SUBSCRIPTION HAS ALREADY EXPIRED! TO RENEW, SIMPLY PLACE THE "YES" LABEL IN THE SPACE PROVIDED BELOW.

PLEASE LET US KNOW
WHETHER OR NOT YOU
INTEND TO RENEW.

AFFIX LABEL HERE

OROB

This certifies that the person named is a regular
LOOK reader and is entitled to enter LOOK sub-
scriptions at the special prices displayed hereon.

☐ REMITTANCE ENCLOSED

CREDIT O. K.

INITIAL
HERE ✓

MARK YOUR ZIP CODE HERE

NON-TRANSFERABLE

If you will give me a "YES" answer now ...

Affix either
the "YES" or "NO"
label to the
enclosed certificate
and mail today.
LOOK pays postage.

A6009

NO

THANK YOU

YES

PLEASE RENEW MY
SUBSCRIPTION

... I can still arrange for you to get your choice of the private pre-expiration rates listed on the enclosed reservation card -- even though your LOOK subscription officially expires with the current issue.

We received no answer to our last letter asking for your renewal instructions. Probably it was just an oversight.

We don't want to penalize you for that, so we are extending the deadline on the private rates promised only to regular subscribers who renew before expiration.

YOU DON'T NEED TO SEND ANY MONEY NOW. Just let us know you want your subscription to continue by mailing the "Yes" label back to me by return mail.

Then I'll be able to confirm your reservation and see that the next issue goes out to you on time and without a hitch.

And remember, you are entitled to renew LOOK at special rates reserved for regular readers -- rates which save you \$4.00 off the regular subscription value and \$29.00 off the 50¢ single-copy price for 78 issues (three years). When you order 78 issues - you will receive three years of LOOK for the price of two.

Just remove the "Yes" label from the top of this letter, affix it to the certificate and mail. Then I will officially enter your renewal order. Thanks a lot.

Cordially,

Lester Suhler
Lester Suhler, for LOOK

LS:rzo

P.S. Please let us know whether or not you want to renew at these private rates. Send the "Yes" or "No" label, as you prefer, so I can handle your reservation according to your wishes.

LOOK

P.O. BOX 1723 • DES MOINES, IOWA 50306

NAME _____
STREET _____
CITY _____ STATE _____ ZIP CODE _____

FIRST CLASS
PERMIT NO. 1073
DES MOINES, IOWA

BUSINESS REPLY MAIL
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

LOOK MAGAZINE

P.O. BOX 1723
DES MOINES, IOWA 50306

CR6033

0382